

IN THE CLAIMS

Please cancel claim 21 without prejudice or disclaimer.

This listing of claims will replace all prior versions, and listings, of claims in the application.

List of Claims:

Claim 1 (original) For a client/server system having at least a client including a graphical user interface to display a content of virtual hosted stores to a user, the virtual stores being stored in databases managed by a database management system in a resource manager, the graphical user interface being operatively connected to an application server having a business logic module to select the content to be displayed, a method of managing the content of the hosted virtual stores comprising the steps of:

creating a profile store which serves as a template and upon which the hosted stores are formatted;

designating one or more e-marketing spots in the hosted stores;

setting up a marketing campaign for the hosted stores; and

creating one or more campaign initiatives in the profile store for the content to be displayed in the hosted stores.

Claim 2 (original) The method as set forth in claim 1, further comprising the step of creating one or more local campaign initiatives for the content to be displayed in the e-marketing spots of the hosted stores.

Claim 3 (original) The method as set forth in claim 2, further comprising the step of modifying the local campaign initiatives in the hosted store.

Claim 4 (original) The method as set forth in claim 2, further comprising the step of scheduling a time duration for the content to be displayed in the e-marketing spots of the hosted stores.

Claim 5 (original) The method as set forth in claim 2, further comprising the step of checking for a schedule conflict between one or more of the campaign initiatives for the profile store and one or more of the local campaign initiatives for an e-marketing spot in a hosted store.

Claim 6 (original) The method as set forth in claim 5, further comprising the step of choosing the campaign initiative over the local campaign initiative in case of a schedule conflict.

Claim 7 (original) The method as set forth in claim 1, further comprising the step of modifying the campaign initiatives in the profile store.

Claim 8 (original) A client/server system for a marketing campaign comprising:

- a plurality of networked clients each having a graphical user interface to display content of one or more virtual hosted stores to a user viewing a hosted store;
- an application server operatively connected to the clients through a network, the application server having a business logic module to determine the content to be displayed to the user based on one or more campaign initiatives; and
- a database management system operatively connected to the application server for retrieving the content of the hosted stores stored in a database.

Claim 9 (original) The client/server system as set forth in claim 8, wherein each of the hosted stores includes a plurality of e-marketing spots for displaying the content therein based on one or more local campaign initiatives.

Claim 10 (original) The client/server system as set forth in claim 9, wherein the business logic module further comprises a scheduler module for determining a duration of display of content in each of the e-marketing spots.

Claim 11 (original) The client/server system as set forth in claim 10, wherein the scheduler module includes means for resolving scheduling conflict between the campaign initiatives and the local campaign initiatives.

Claim 12 (original) The client/server system as set forth in claim 8, further comprising means for populating the business logic module with campaign initiatives.

Claim 13 (original) The client/server system as set forth in claim 8, further comprising means for populating the business logic module with local campaign initiatives.

Claim 14 (original) A computer program product having a computer readable medium tangibly embodying computer executable instructions for directing a client/server system having at least a client including a graphical user interface to display a content of virtual hosted stores to a user, the virtual stores being stored in databases managed by a database management system in a resource manager, the graphical user interface being operatively connected to an application server having a business logic module to select the content to be displayed, the computer program product comprising:

instructions for creating a profile store which serves as a template and upon which the hosted stores are formatted;

instructions for designating one or more e-marketing spots in the hosted stores;

instructions for creating a marketing campaign for the hosted stores; and

instructions for creating one or more campaign initiatives in the profile store for the content to be displayed in the hosted stores.

Claim 15 (original) The computer program product as set forth in claim 14, further comprising instructions for creating one or more local campaign initiatives for the content to be displayed in the e-marketing spots of the hosted stores.

Claim 16 (original) The computer program product as set forth in claim 15, further comprising instructions for modifying the local campaign initiatives in the hosted store.

Claim 17 (original) The computer program product as set forth in claim 15, further comprising instructions for scheduling a time duration for the content to be displayed in the e-marketing spots of the hosted stores.

Claim 18 (original) The computer program product as set forth in claim 15, further comprising instructions for checking for schedule conflict between one or more of the campaign initiatives for the profile store and one or more of the local campaign initiatives for an e-marketing spot in a hosted stores.

Claim 19 (original) The computer program product as set forth in claim 18, further comprising instructions for choosing the campaign initiative over the local campaign initiative in case of a schedule conflict.

Claim 20 (original) The computer program product as set forth in claim 14, further comprising instructions for modifying the campaign initiatives in the profile store.

Claim 21 (cancelled)